



# The Arts Work for Washington



## WASHINGTON STATE ARTS COMMISSION

The Washington State Arts Commission (WSAC) is a state agency charged with the growth and development of the arts throughout the state. WSAC was established in 1961 to support the arts as essential to the state's social, educational and economic growth, and to contribute to Washington's quality of life and the well-being of its citizens. WSAC is governed by 19 members appointed by the Governor and four legislative members.

### WSAC's Impact Across the State

- \* In 1999, over 10 million Washington residents and visitors benefited directly from WSAC's support of 562 organizations in 32 counties.
- \* Since 1991, WSAC has funded 95 folk arts apprenticeships, to ensure that the state's traditional art forms—including basket-making, beadwork, drumming and dance—are passed on to younger generations.
- \* The State Art Collection includes nearly 4,500 works in public schools and state agencies, colleges and universities.
- \* WSAC helped develop a tourism plan along Highway 17 from Othello to Colville to bring more tourists to enjoy this rural area of the state.
- \* In 30 communities during the 1999-2000 academic year, WSAC helped schools and organizations develop quality arts programming based on the state's arts education standards.
- \* With WSAC's assistance the Cutter Theater in Metaline Falls (population 253) transformed an historic school into a place for art exhibitions and performances. The restored theater helped attract a Hollywood film production that gave a significant economic boost to the remote community.

The arts contribute to the values Washington's citizens care about: economic opportunity, student achievement, cultural pride and quality of life. In order to ensure that all

people in Washington fully benefit from the power of the arts, the Washington State Arts Commission (WSAC) has developed a strategy that will spread cultural enjoyment and the economic and educational advantages of the arts across the state. WSAC's five-year plan is contained in the following pages. It was created by Washington citizens

through one of the state's most comprehensive community-based dialogues. In 20 communities, more than 1,000 people statewide — parents, local government leaders, small business owners, teachers and artists — directly contributed to the plan. This plan will be presented to Governor Locke and the Washington State legislature for funding in 2001.



# A citizen-driven plan for the arts

In 1997, recognizing the value of the arts to citizens, tourism, business, education and communities, Governor Gary Locke launched an initiative to strengthen arts funding in Washington state. He appointed a Blue Ribbon Arts Task Force to review state support of the arts and recommend ways "to ensure that our cultural life remains strong." After a one-year review, Governor Locke's Arts Task Force called for strengthening WSAC's role and developing a "thoughtful plan for increased funding."

"Artistic opportunities enhance self-esteem, increase imagination and creative skills and translate into a more pleasurable and healthy community."

— Senator Jeralita Costa,  
Marysville/Everett/Snohomish

"Whether it is whimsical lighting that makes an urban street seem to dance or a thought-provoking sculpture, the presence of art gives a community grace and makes the statement that the people who live there matter."

— Senator Shirley Winsley,  
Fircrest

This plan represents the voices of more than a thousand citizens participating in 20 community meetings across the state, January - March, 2000

"Art is all around us in our daily lives. We need to learn to appreciate and respect the beauty and diversity which is art in its many and varied forms."  
— Senator Lorraine Wojahn, Tacoma/Fife

With strong statewide support, the 1999 Legislature approved a \$750,000 increase to WSAC's budget – the first budget increase the agency has received in a decade. The funding increase came with the requirement that WSAC submit a strategic plan to Governor Locke and key state leaders by June 30, 2000. Through a statewide planning process, WSAC met that deadline and has proceeded to develop this published document.



# Building the Arts for Washington's Future

# The Big Picture

## Highlights of the Plan

"The Legislature asked for a strong plan for the arts. WSAC has responded through a planning process that has been a positive experience and a strategic plan that is very progressive. The outcome will be good for the entire state."

— Representative Lynn Kessler, Hoquiam



■ This five-year plan directly addresses the needs and concerns of the state's residents. With new funding, WSAC will implement this plan to ensure that the arts strengthen our communities, impact education, reflect Washington's cultural diversity and are accessible to all residents.

## Through the plan WSAC will:

- ✱ **Expand support for arts organizations and artists in communities statewide**  
To meet needs across the state, WSAC's funding will meet or exceed the national average for arts support by 2007. With these additional funds, WSAC will increase support for cultural institutions and programs to improve access to the arts for all residents and to maintain the state's cultural heritage for future generations.
- ✱ **Support locally determined needs across the state**  
WSAC will deliver technical assistance and skill-development programs to help arts organizations become more effective.
- ✱ **Strengthen the arts as part of Washington students' education from kindergarten through high school graduation**  
Working with school leaders and the Office of the Superintendent of Public Instruction, WSAC will support the arts as basic to student achievement. WSAC programs will bring the arts to more youth across the state and enhance life-long learning.
- ✱ **Sustain equity and diversity in WSAC funding and programs**  
WSAC will give all Washington residents access to a range of arts opportunities. The diversity of the state's population will be reflected in its programs through outreach to rural and suburban areas, with ethnic communities and among persons with disabilities.
- ✱ **Develop traditional and folk arts as part of Washington's cultural heritage**  
WSAC will ensure that the state's cultural, traditional and folk arts continue to thrive and receive recognition through promotion and educational efforts.



# Why Washington Needs an Arts Plan

"The arts are included in the Washington State Learning Goals and are essential for a quality education. I am committed to supporting collaborative efforts that help all students acquire arts knowledge and skills as defined by the Arts Essential Academic Learning Requirements (EALRs). Planning on the Arts identifies strategies the Washington State Arts Commission will employ to support our common arts education goals.

I applaud their work."

— Dr. Terry Bergeson, State Superintendent of Public Instruction

"Not only do the arts raise student scores in math and sciences, they build a network for our community to meet and greet each other. It kind of brings our community together every time we give an arts grant. We see the results. It makes us stronger."

— Pam Cundy, Southwest Washington Independent Forward Thrust

"The arts bring vitality to downtowns; they improve student learning and test scores; they attract tourist dollars and employ tens of thousands of residents."

— Governor Gary Locke

"We believe that few children can be a significant benefit to our society without a grasp of the value of the arts."

— Richard D. Stovde, Puyallup Superintendent

"As a county commissioner, I see a need to find effective answers to complex issues such as economic development, at-risk youth and community building. The arts are a powerful tool in addressing these concerns."

— Dan Harpole, Jefferson County Commissioner

"Art isn't just for the elite. Public investment in the arts broadens participation and allows people of all income levels to participate."

— The Olympian Editorial, Olympia

## The Arts Contribute to Washington's Bottom Line

## The Arts Help Students Achieve

## The Arts Enhance Quality of Life

## The arts are good for Washington.

Good planning and adequate resources for implementing the arts plan will ensure that our cultural heritage remains strong, to enhance our lives today and continue our cultural legacy for the future.

### The Arts Contribute to Washington's Bottom Line

The arts generate new income in communities by creating jobs and supporting local businesses through organizational and patron spending. A vital arts community benefits all businesses whether or not they directly receive revenue. For example, a region's active cultural life makes it easier for employers to recruit and retain good employees.

According to a recent study:

- \* \$559 million in Washington state business activity was generated by cultural organizations and patron spending.
- \* \$27 million in sales and business and occupation taxes was collected by the state of Washington and local governments as a result of this business activity.
- \* Another \$220 million was spent by cultural organization patrons; much of this supported local businesses.
- \* \$253 million in labor income was generated by cultural organizations and their patrons.
- \* 18,472 jobs were created by cultural organizations and their patrons.
- \* According to Washington State Tourism, cultural tourism is the fastest growing sector of the travel industry. On average, visitors seeking a cultural travel experience spend nearly \$200 more per trip than other travelers, spend \$62 a day more than other travelers, take longer trips and visit multiple destinations.

### The Arts Help Students Achieve

Educators recognize the key role arts play in education. The arts improve students' ability to learn and perform in academic disciplines. The value of an arts education is confirmed by students, educators and research of thousands of school-based programs. The President's Committee on the Arts and Humanities outlined the ways by which the arts contribute to student achievement:

- \* Reading, writing and math skills are enhanced through the arts.
- \* Student engagement and persistence improve with an arts-based curriculum.
- \* High-risk students are more likely to stay in school when learning through the arts.
- \* Understanding one's self and others expands with arts education.
- \* The \$314 billion arts industry is a source of future employment for students.
- \* According to the College Board, students of the arts continue to out-perform their non-arts peers on the SAT. In 1995, SAT scores for arts students were 59 points higher on the verbal and 44 points higher on the math portion.
- \* Statistically, out of a classroom of 30 children, 10 will be employed in an arts-related occupation someday, reports the Education Commission of the States.
- \* The U.S. Labor Department finds that "arts education aids achievement of core competencies needed for employment."

# Why Washington Needs an Arts Plan

"The arts do more than entertain; artistic experiences impact creativity, which in turn enhances thinking skills.

And creative thinkers build better societies."

— Bette Lang, Moses Lake



6

## The Arts Enhance Quality of Life

The arts are central to our lives and our society not only because of the economic, number-driven impacts. Perhaps even more importantly, they entertain and inspire.

Theaters, galleries and public art make downtowns more inviting. Arts events attract tourists, enhance neighborhoods and contribute to the individual character of cities and towns. The arts expand our imaginations and express who we are.

The arts capture today's concerns, values, thoughts and feelings and preserves them for future generations. Art is our connection between the past, the present and the future. The power of the arts is to help us reflect on the world around us, who we are and how we will be remembered.

"Art is central for enjoyment and meaning in life. It needs to be near at hand for everyone at each stage of life."

—Planning Process Participant



7

## Washington is 48th of 50 States in Arts Support

Washington is home to internationally acclaimed symphonies, dance companies and theatre companies; to community bands, folk music festivals and poetry gatherings; to professional contemporary artists and renowned traditional artists. In our communities, the arts are part of tourism strategies and are integrated into economic development efforts. The arts bring vitality and income to downtowns. The arts are recognized as an essential part of a basic education for all Washington students.

However, national statistics reveal that Washington's support for the arts falls far below that of other states. According to the year 2000 survey of legislative appropriations, Washington ranks 48th of the 50 states in per capita funding for the arts. Washington spends less than 42 cents per person on the arts—compared with a national average of \$1.44 per capita. For a decade (1989-1999) when other states' arts funding was growing, Washington's support of WSAC remained virtually flat at about \$2 million per year; the spending power of those dollars was diminished by inflation, while the need for state support expanded as Washington's population continued to grow.

Washington spends less than 42 cents per person on the arts—compared with a national average of \$1.44 per capita.

# Preparing for the Future



Recognizing the value placed on the arts by Washington citizens—for economic development, educational achievement and quality of life—WSAC has developed a new mission statement, principles and tools and a strategic plan to better accomplish its work.

**Mission:** The Washington State Arts Commission cultivates a thriving environment for creative expression and appreciation of the arts for the benefit of all.

**Principles:** WSAC's work is committed to principles of equal access, diversity, artistic merit, respect for artists and equitable distribution of resources.

**Tools:** WSAC is uniquely positioned to address these strategies through leadership, funding, technical assistance, technology and bringing people together.

The success of this plan requires the participation, encouragement and support of many. As was said throughout the planning process, the arts are about passion and responsibility. WSAC's work will require working together with many other partners to truly enhance the state's arts resources for this and future generations.

8

"I firmly believe that the arts are contributing to our quality of life, but I also feel that it is important to take a clear look at the state of the arts and determine what is needed to meet both current and future challenges. With your help, we can lay the groundwork now to ensure that citizens in the years ahead will be able to enjoy a strong and stimulating cultural life."

— Governor Gary Locke

## What We Heard

Out of the planning process, four themes have emerged to guide WSAC's future work, which citizens see as central to an effective state arts commission:

- ✱ **COMMUNITIES** thrive when the arts are integrated into civic life.
- ✱ **CONNECTIONS** enhance effectiveness and empower individuals and organizations.
- ✱ **EDUCATION** in and through the arts is integral to the lives of all Washington residents.
- ✱ **PROMOTION** expands the power of the arts.



# WSAC's Five Year Strategic Plan

Through the plan,  
Washington State Arts Commission will:

"I am thrilled that the cultural needs of all of Washington are being addressed by this new strategic plan for the arts. Every part of the state, every community, has a strong stake in supporting the plan with its enthusiasm and its participation."

— Representative Mary Skinner, Yakima

## **Fund the Growth, Development and Stability of Arts Organizations and Artists in Local Communities**

- \* Provide financial support for stabilized organizations in amounts adequate to support essential programs, leverage additional funding and meet local and state needs
- \* Fund the development of new and emerging arts organizations
- \* Target outreach to receive and fund applications from rural and suburban areas
- \* Assess effectiveness and equity of agency funding programs in meeting constituent needs
- \* Ensure that diverse and culturally specific arts, artists and arts organizations are supported through agency funding and programs
- \* Provide individual artists with opportunities and funding for projects that provide public benefit
- \* Establish a partnership initiative to focus on artists' issues
- \* Develop a statewide strategic initiative each biennium to address a cultural issue at the local level

## **Provide Resources to Meet Locally Determined Needs**

- \* Explore mechanisms for re-granting WSAC funds using local decision-making
- \* Streamline application processes for distributing funds for small community-based art programs and projects
- \* Expand the visibility of and access to the State Art Collection for all Washington residents

## **Create Partnerships and Networks with and between Artists, Government Agencies, Arts Organizations and Others**

- \* Facilitate the delivery and development of services that build the capacity of arts organizations, artists and arts service providers
- \* Link the arts to the work of agencies throughout state government
- \* Maintain proactive partnerships with key professional arts organizations regionally and nationally

## **Enhance Connectivity and Access to Services through Current and New Technologies**

- \* Link WSAC technology with other statewide networks and service providers
- \* Maximize and facilitate use of diverse technologies to provide agency services and programs
- \* Provide effective outreach, training and communication for and with people of varied abilities and backgrounds
- \* Include diverse peoples in decision-making processes
- \* Convene constituent gatherings to stimulate and inspire the exchange of ideas, support professional development and get things done

## **Facilitate the Delivery and Development of Cultural Heritage Educational Initiatives**

- \* Support apprenticeships and other forms of learning appropriate to traditional cultures
- \* Develop and disseminate educational publications presenting traditional arts of the area

## **Support the Arts as Basic to K-12 Education, as Addressed in Essential Academic Learning Requirements (EALRs) and Assessments in the Arts**

- \* Provide leadership for continued and serious inclusion of the arts in the state's education reform efforts
- \* Maintain a healthy and productive relationship between the Office of the Superintendent of Public Instruction and WSAC
- \* Continue to coordinate WSAC programming with education reform efforts
- \* Expand training opportunities in EALRs, assessments and how to integrate the arts into other disciplines
- \* Increase the availability and diversity of trained artists for residencies statewide
- \* Share arts curricula, model programs, applications and other resources with schools, constituents and program partners

## **Provide Opportunities for Washington Residents to Learn about the Arts, Learn through the Arts and Participate in the Arts**

- \* Fund and support arts education programs for diverse age groups
- \* Explore partnerships to diversify arts learning opportunities for artists, arts organizations and others

## **Communicate a Unified, Positive, Common Sense Message about the Value of Arts to Washington**

- \* Document ways in which the arts enhance communities and individuals
- \* Establish strong working relationships with the media

WSAC's five-year plan directly addresses the needs and concerns of the state's residents. With new funding, WSAC will implement this plan to ensure the arts strengthen our communities, impact education, reflect Washington's cultural diversity and are accessible to all.





# Washington State Arts Commission

## June 2000



10

### A R T

Cover (left to right): Gloria Crouse, "Bird Bath," Steilacoom; National Heritage Award Winner John Jackson, photo: Philip Watness, Centrum, Port Townsend; Tears of Joy Theater, Vanouwer; 1) Makah weaver Margaret Ides, Olympia; 2) Paaqua Grant, Spectrum Dance Theater, Seattle, photo: Richard Kent; 3) Tatyana Krynytsky, Ukrainian eggs, WSAC photo; 4) Mel McCuddin, "Shaman," Bellingham; 5) School assembly for Tears of Joy Theater, Vancouver; 6) Centrum Bud Shank Jazz Workshop, Port Townsend, photo: Paul Conklin; 7) Jacob Lawrence, "Tools," Port Angeles; 8) Spectrum Dance Theater, Seattle, photo: Richard Kent; 9) Aki Sogabe, "December Moon," Newport; 10) Michael Dennis, "Red Joie," Seattle

Made possible through the generous support of:

The Boeing Company  
Microsoft  
Kreielsheimer Foundation  
Weyerhaeuser Company Foundation  
Pyramid Communications

### WSAC

Dan Harpole, Port Townsend, Chair  
Miriam Barnett, Bellingham, First Vice Chair  
Sue Delucchi, Richland, Second Vice Chair  
Stephanie Ellis-Smith, Seattle  
Rick Epting, Mount Vernon  
Rep. Lynn Kessler, Hoquiam  
Dr. Michael Kissinger, Vancouver  
Paul Pak-hing Lee, Pullman  
Cheryll Leo-Gwin, Redmond  
Linda Ann Lipke, Anacortes  
Hertica Martin, Olympia  
Sarah Meyer, Redmond  
Susan McLain, Seattle  
Bruce Miller, Shelton  
Patsy Surh O'Connell, Gig Harbor  
Thomas Pechar, Seattle  
Bridget Piper, Spokane  
Luis Ramirez, Seattle  
Rep. Mary Skinner, Yakima  
Cami Smith, Edmonds  
Sen. Shirley Winsley, Fircrest  
Sen. Lorraine Wojahn, Tacoma

### Staff

Kris Tucker, Executive Director  
Linda Bellon-Fisher, Manager, Arts In Education  
Bitsy Bidwell, Manager, Community Arts Development  
Lorin Doyle, Manager, Art in Public Places  
Jason Freeze, Manager in Training, Arts In Education  
Mary Frye, Manager, Awards  
Pam Martin, Executive Assistant  
Christel Ratliff, Program Assistant, Art in Public Places  
Judy Riker, Senior Office Assistant  
Willie Smyth, Manager, Folk Arts  
Josie Tamayo, Manager, Project Support  
Steve Thompson, Manager, Art in Public Places  
Bev Watt, Manager, Art in Public Places  
Mary Yadon, Manager, Administration  
Mike Yonker, Accountant

### Sources

Eloquent Evidence: Arts at the Core of Learning, The President's Committee on the Arts and the Humanities, 1996  
The Arts by the Numbers: An Economic Impact Study of Arts and Cultural Organizations, Corporate Council on the Arts, 1999  
National Assembly of State Arts Agencies  
Tacoma News Tribune  
The Olympian  
Washington Department of Tourism  
And more than 1000 participants from across the state



PO Box 42675  
Olympia, WA 98504-2675  
[www.arts.wa.gov](http://www.arts.wa.gov)  
(360) 753-3860



NATIONAL  
ENDOWMENT  
FOR THE ARTS